

LOCAL CONTENT DEVELOPMENT FOR
TARGETED GROUP IN COMMUNITY CENTER

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LOCAL CONTENT DEVELOPMENT FOR TARGETED GROUP IN COMMUNITY CENTER

A thesis submitted to the Graduate School in partial fulfillment of the
requirements for the degree of Master of Science (Information Technology)
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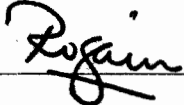
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ABSTRACT

Telecenter or community center is a place where it provides an opportunity for those who really in need the exposure to the ICT world. Telcenters has already contributed a lot in guiding and giving training so the people can make use of all the facilities provided. Despite that, by only providing the access to the net and the facilities is still not adequate to help them and make hem utilize the telecenter. So the telecenter administrators need to identify what are the contents to be offered that can magnetize the targeted group. If the contents able to attract them, so it is possible the targeted group especially for those who live in rural area be capable of compete with other groups of society in utilizing all the technologies facilities for the benefits of all the peoples.

ABSTRAK

Telecenter atau pun pusat komuniti merupakan satu tempat di mana ia memberi peluang kepada golongan-golongan yang memerlukan pendedahan terhadap dunia IT. Telecenter telah banyak membantu dari segi member latihan serta panduan bagi membolehkan mereka menggunakan kemudahan yang disediakan. Walau bagaimanapun, dengan hanya menyediakan akses kepada internet dan kelengkapan sahaja tidak mencukupi untuk membantu golongan sasaran ini supaya terlibat dan boleh menggunakan telecenter ini. Oleh itu, pentadbir telecenter perlu mengenalpasti apakah bahan yang patut disediakan yang mampu menarik perhatian kumpulan sasaran ini. Sekiranya ia mampu dilakukan maka tidak mustahil suatu hari nanti kumpulan sasaran ini yang rata-ratanya adalah golongan yang tinggal diluar bandar mampu untuk turut bersaing dengan kumpulan masyarakat yang lain dalam menggunakan kemudahan teknologi yang ada pada masa kini demi kebaikan semua.

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LIST OF ABBREVIATIONS

BDD	Bridging digital divide
CoE	Center of Excellence
GLC	Government Link Companies
ICT	Information and Communication Center
ITU	International Telecommunication Union
MID	Medan Info Desa
MCMC	Malaysian Communications and Multimedia Commission
MID	Medan Info Desa
PHP	Hypertext Preprocessor
PID	Pusat Internet Desa
R&D	Research and Development
SDLC	System development life cycle
SME	Small Medium Enterprise
UUM	Universiti Utara Malaysia

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CHAPTER 1

INTRODUCTION

1.1 Preface

Malaysia has already achieved substantial success in its rural development, especially in reducing the incidence of poverty in both rural and urban. During the process, the rural areas have been developed with many infrastructures such as school facilities, social amenities, utility, health and etc. to support the economic development of the country as well as increasing the quality of life of the rural community. According to Badawi (2006) during his speech in Dewan Rakyat when introducing the motion to table the 9th Malaysia Plan, 37 percent of Malaysia still live in the rural area and 7 states in Malaysia are holding a large portion of rural land.

There are initiatives that will be taken in order to enhance the competency and productivity as well as to increase opportunities to generate wealth, increase the R&D sector, expand the usage of modern technique and technology as well as develop marketing capabilities and infrastructures. Malaysian government will also need to take part to promote a higher level of

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